

## ABSTRACT OF THE DISCLOSURE

A TV transmitter, a TV transmitting--method, a TV receiver and a TV receiving method allowing users to find and choose desired programs through the use of a program guide displayed by graphical user interface (GUI). The TV transmitter comprises a signal generation unit for generating text data signals associated with TV broadcast programs and hyper text data signals corresponding to the text data signals, a multiplexer for multiplexing the text data signals and the hyper text data signals onto video signals of the TV broadcast programs to provide a multiplexed TV broadcast signal, and an output unit for outputting the multiplexed TV broadcast signal provided by the multiplexer. The TV receiver comprises a display unit-for receiving and displaying text data signals extracted from a multiplexed TV broadcast signal interleaving the text data signals associated with TV broadcast programs and hyper text data signals corresponding to the text data signals a designation unit for designating any one of the text data signals displayed by the display unit a detection unit for detecting the hyper text data signal corresponding to the text data signal designated by the designation unit and a processing unit for processing the TV broadcast program corresponding to the hyper text data signal detected by the detection unit.

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